

2012 Broadband Survey Outreach Plan

This plan outlines all the aspects of community outreach and promotion for the Broadband utilization survey scheduled to deploy February 1, 2012. It involves community anchor institutions and stakeholders, area development districts, and Kentucky media outlets.

ELECTRONIC COLLATORAL

Websites

- COBOD website
- KCADD/ADD websites
- Stakeholder website

Social media

- COBOD Facebook page
- Various ADD Facebook/Twitter feeds
- Stakeholder social media feeds
- News media (tentative)
- QR code (destination: survey)

Email

- KCADD communications with stakeholders
- Email invitations from SNG
- Email invitations from ADDs and stakeholders

Data Compilation Portal (DEAP)

Press Release

Op-Ed Article AND/OR Press Conference

PRINT COLLATORAL

Paper surveys

Kentucky media coverage (tentative)

Questions about this plan? Contact Abby Piper at abby@kcadd.org.

KCADD note cards

CAK Trifold (post-survey)

OUTREACH CALENDAR

All materials must be developed by January 31, 2012 or earlier. This includes all pre-survey collateral, such as the COBOD website, paper surveys, email invitations, etc.

DATE	CHANNEL/RECIPIENT	MESSAGE/TASK	RESPONSIBLE	COMPLETED
January 10, 2012	Governor's office (phone call, email)	Request approval of press release, logo	Brian Kiser, OBOD	
January 10, 2012	Stakeholders (email)	Project update	Abby, KCADD	January 11, 2012
January 12/13	ADD Directors (meeting)	Project update, discussion for regional promo	Abby/Russell, KCADD	January 12, 2012
January 15, 2012	COBOD website	Project info posted	Brian, COBOD	January 27, 2012
January 16, 2012	Stakeholders (email)	email invitation draft for sending	Abby, KCADD/ Brian, COBOD	January 26, 2012
February 8, 2012	Paper Survey outlets	Paper surveys developed, to Abby for distribution	Debbie, Baker	
February 6, 2012	Kentucky news media (email)	Press releases out	Brian, OBOD; then Abby/KCADD	
January 30, 2012	Stakeholders (email)	Program update with materials, reminder to send email invitations February 8th, reminder to copy abby@kcadd.org on emails	Abby, KCADD	January 31, 2012
February 7, 2012	Kentucky News Media—major outlets	Follow-up call/email: Did you get the press release? Can I answer any questions?	Abby, KCADD	
February 8, 2012	stakeholder audiences	Stakeholder endorsed email invites out, links to survey posted on participating websites	Stakeholders	
Between now and Feb. 13, 2012	Herald-Leader, Courier-Journal	Letter to the editor encouraging survey participation, providing link to survey/press conf.	Brian Kiser, COBOD	
February 8, 2012	Social media	Survey announcement, anonymous link provided	OBOD, ADDs, stakeholders	
February 24, 2012	ADDs	Pulse check email to ADDs regarding paper surveys: any issues? How is participation?	Abby, KCADD	

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February 20, 2012	Stakeholders (phone call)	Pulse check: any questions/concerns from their constituents?	Abby, KCADD/ Brian, COBOD	
February 20, 2012	Social media	Survey announcement/reminder with link	OBOD, ADDs, stakeholders	
February 29, 2012	Stakeholders (email)	Reminder: final days to complete survey; encourage them to send out additional e-blast, include in any newsletters, social media feeds, etc. Also, provide update on participation numbers	Abby, KCADD	
March 9, 2012 (post-survey)	Stakeholders, ADD Directors, media who gave coverage (handwritten card)	Thanks for participating in the survey deployment process. We'll be in touch after data compilation process.	Abby, KCADD and/or Brian, COBOD	

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